

EFL Trophy - Group Stage - West Ham United U21 vs Reading

DATE: Tuesday, September 30, 2025
LOCATION: Reading, England, GB

Event Description

EFL Trophy - Group Stage - West Ham United U21 vs Reading is a premier sports event in Reading. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: sports

Importance Rank: 52/100

Expected Attendance: 1,247 people

Event ID: DsfEYjTRhZeFWkvwjF

Hotel Demand Indicators

ADR Impact Index: 5.9x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 499 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.